

## ABSTRACT

A terminal apparatus capable of easily selecting a most appropriate product as a gift for each gift receiver by displaying product information in consideration of the gift receiver. In this apparatus, product information reception section (103) extracts product information including attribute information from a received signal, so that it is possible to obtain receiver information, genre information and adequacy level information included in the attribute information. Storage section (104) stores personal information which is information indicating features of predetermined gift receivers such as "birthday", "sex" and "age." Product information selection section (105) decides whether or not some of the features of the receiver in the receiver information correspond to the features of the gift receiver in the personal information, and when the receiver information includes the corresponding features, product information selection section (105) arranges the product information so that the product information including the corresponding receiver information comes to the top. Data display section (106) displays the product information in order of the arrangement.